

## ABSTRACT OF THE DISCLOSURE

Managing subscriber vehicle data in a vehicle data management system includes receiving and storing vehicle data, associating at least one client class  
5 with at least one corresponding targeted data format, receiving a client data request from a client, determining a client identity based on the client data request; and providing targeted data to the client responsive to the data request. The targeted data format is based on the determination of the identified client requesting the client data. An article for managing subscriber vehicle data in a  
10 vehicle data management system is described having a computer readable modulated carrier wave embodying means embedded in the modulated carrier wave for storing received vehicle data, means for associating at least one client class with at least one corresponding targeted data format, means for determining a client identity based on a received client data request and means  
15 for providing targeted data to the client responsive to the data request.